

Locating forums & like-minded communities

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

Finding forums related to your industry

- ▶ There are three types of online communities you should focus on:
- ▶ **#1 Traditional forums / communities**
- ▶ **#2 Slack groups**
- ▶ **#3 Reddit**
- In order to find traditional forums, search for them on Google by typing in the broader category of your industry + forum / community
- You can add in the names of the most common forum software: PHPbb, vBulletin, Simple Machines Forum
- What are your potential customers interested in talking about?

You're going to run into three types of forums:

- Open thread - anyone can create an account & post
- Closed thread - you might need an invite or pay money to join
- Q&A format - the topic of each thread is a question, and all posts are directed to that question, not to what other people said